

Welcome to a workshop on effective use of Facebook for libraries.

Thanks to Texas State Library & Archives Commission for asking us to present.

Special thanks to the participants who helped us shape this workshop by telling us what they wanted to know. It helped us focus since we each could talk about FB all day.

Agenda: 7/13/11

3 sections followed by 15 minute Q&A



Jennifer
Process



Toby
Ideas



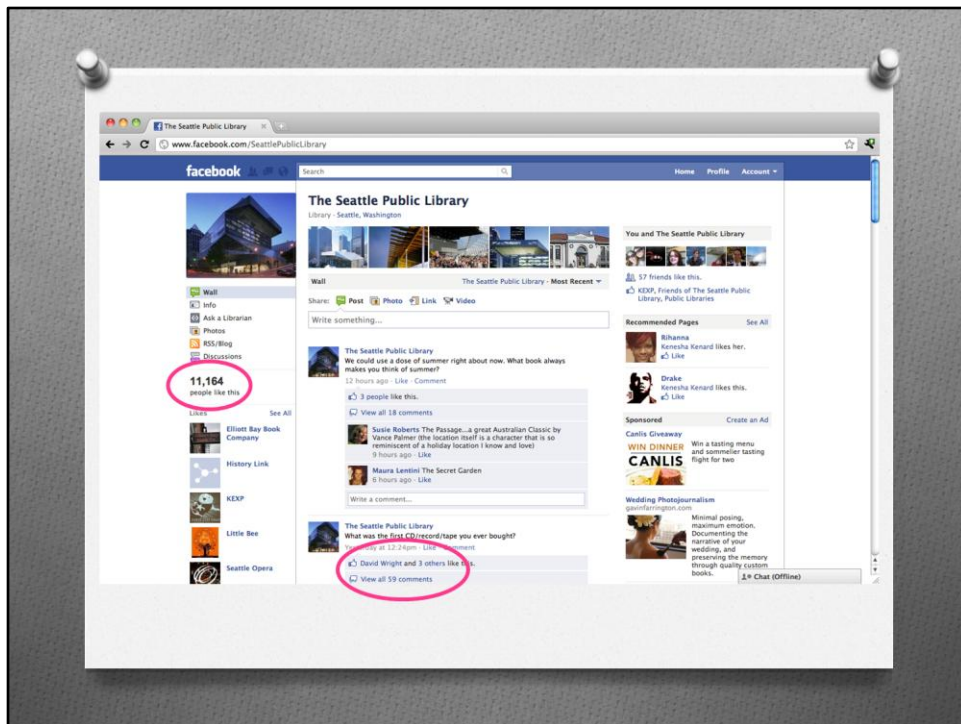
Caroline
Admin

Caroline Ullmann, assistant director of communications at The Seattle Public Library.

Virtual Services Librarians Jennifer Robinson and Toby Thomas

At end of hour, you'll know how to

- Create a process that supports creativity, accuracy and efficiency
- Understand what kinds of posts build community and invite interaction
- Know how to build internal support, manage problems and promote your page



We're excited to share what we've learned. In last year and a half we've nearly tripled our number of fans and have seen more people interacting with us and posting on our wall.

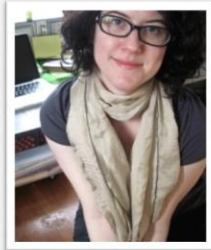
We're successfully using facebook to connect with library lovers and we hope to help you be successful, too.



This workshop is for libraries of all sizes that want to use existing FB page more effectively.

Not covering basics of setting up FB page, but feel free to email us if you have questions about that.

Today we have one editor and two librarians
Here to tell you your fans ARE out there
You just have to connect with them

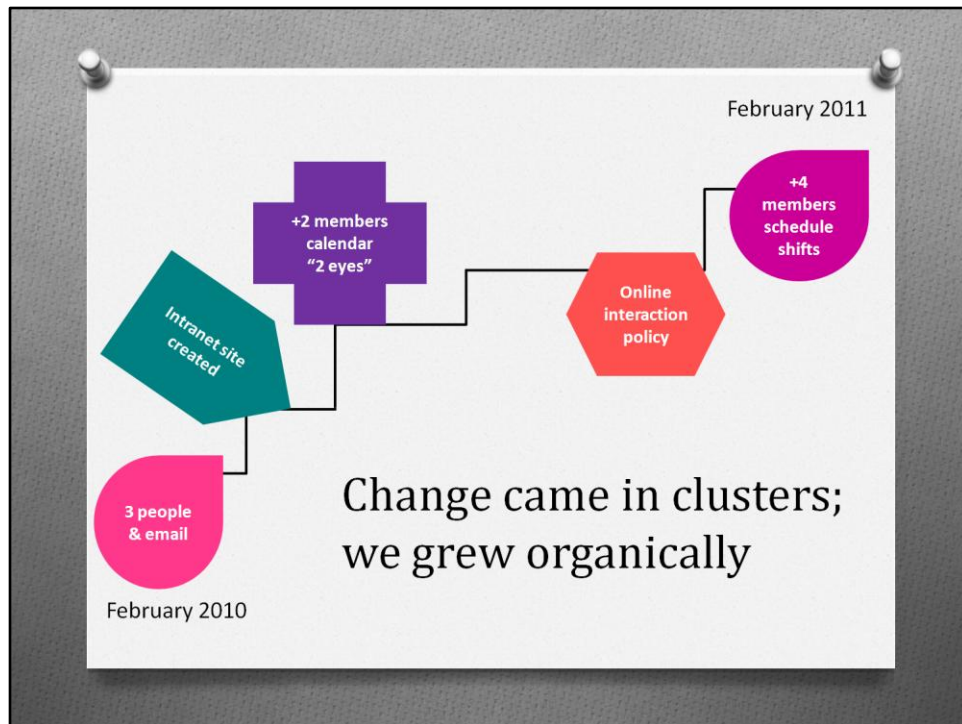


Process!

Plan, Schedule & Establish



We've got 26 branches, plus our large Central Library. Currently, the Social Media Team is made up of members from three different departments, all within Central. In the future we hope to expand so that branch staff are involved as well. We had to figure out a good way to work easily together from different floors/different departments. That's what our process is all about.



Building a process doesn't have to be all at once... expect it to evolve.

Here are some major milestones for the last year – as you can see they are spread along the timeline, with periods during which we didn't innovate at all, just monitored how it was going.

We adopt a sort of "need to know" approach – we deal with issues or roadblocks when we come to them, not before (it's hard to guess what could come up).



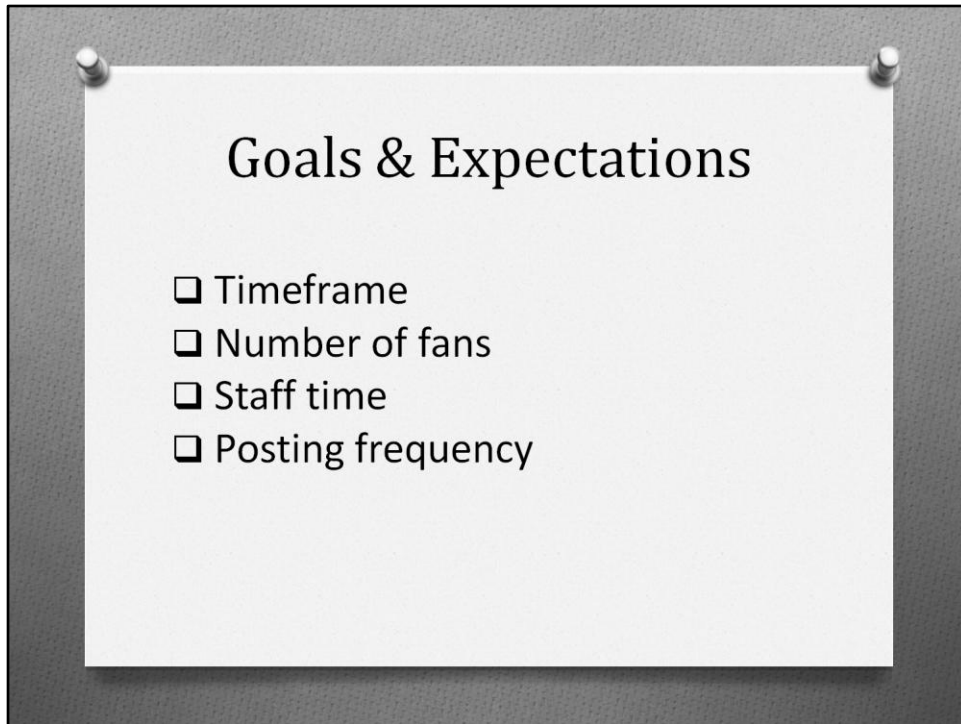
What's your mission going to be? What are you trying to do with FB? Answer this question and you'll be on the road to defining your mission on facebook. Your mission is going to shape how you build your process and allocate the most time and energy.



Photo credit: <http://www.flickr.com/photos/kylemay/>

My first piece of advice is: be realistic. We can't all be New York Public Library (who as of 10 minutes ago had 37,179 fans). Consider your resources: time, energy, staffing. Ask "What can YOU accomplish?"

Evolving slowly and reassessing your goals is a good way to go about it.



Here are some examples of goals you may want to set.

For example, give yourself until December to get 100 fans. Or devote 5 hours of staff time a week and see where you get.

Setting goals helps you answer the big question: WHEN ARE WE SUCCESSFUL?

Once you hit 500 fans, do you want to just maintain? There's nothing wrong with that, and in fact, it might be a good strategy for you and your organization. You can also set goals and as you surpass them, reassess and perhaps change directions.

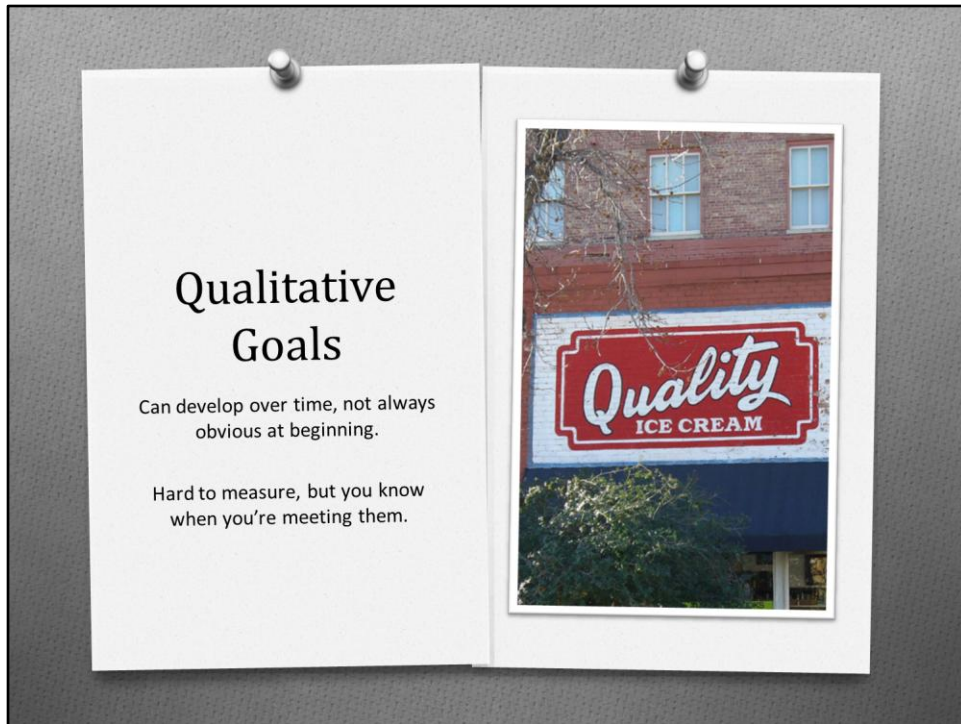


Photo courtesy: <http://www.flickr.com/photos/kb35>

Some goals are qualitative.

One goal that we developed over time was that of TRANSPARENCY. We wanted our fans to see what we wrote, but also what others wrote, so we adopted a practice of being very open as far as who could post on the wall. We all agreed not to take down downer or negative comments.

Another value we discovered was the authentic tone of voice: friendly and casual – a voice that's unique to facebook when it comes to our Library.

What are your bases?



Photo courtesy: <http://www.flickr.com/photos/stuseeger>

What do you absolutely **need** to cover?

Once you know what your bases are, you can take steps to make sure they are covered.

What are your bases?



These are some of our bases – yours might be different.

We monitor our wall 7 days a week

What are your bases?



We respond to questions – we get a lot of them via facebook, and we want to respond them as quickly as possible

What are your bases?



Accuracy is important, we're a library!

What are your bases?

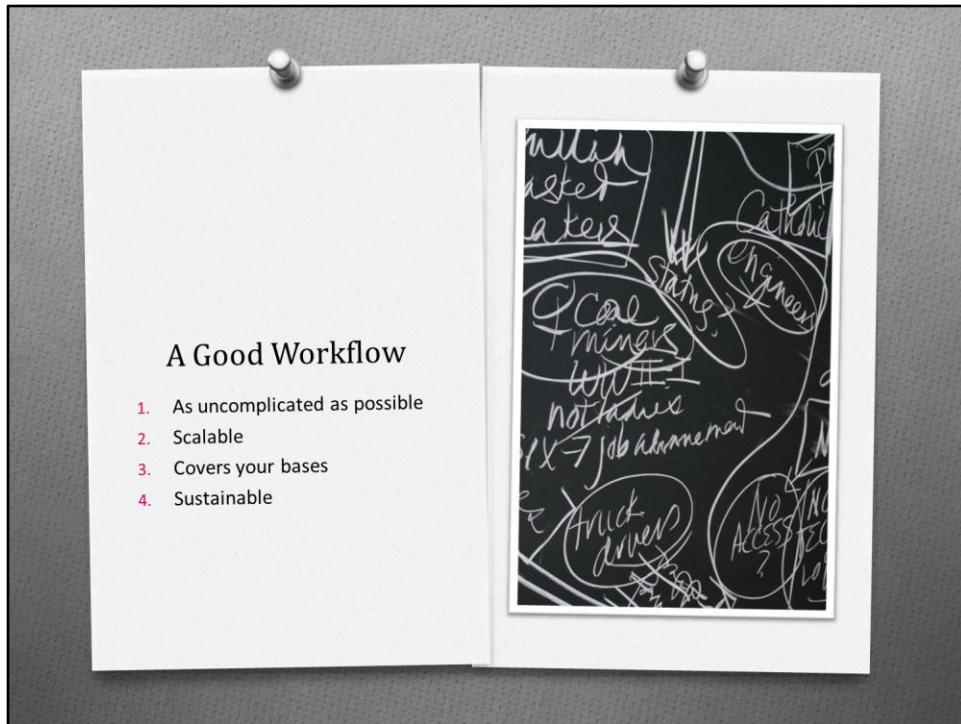


We need the flexibility to post quickly.

What are your bases?



We post 7 times a week, throughout the day, during our open hours.



These are some key ingredients to a good workflow.

I say "a" because you can go through several before you hit the best, and there are many that may work OK.

#2, Scalability, is important. You may start out as a 1 person team, but could grow to 3 or 5.



Photo courtesy: <http://www.flickr.com/photos/jenorton/>

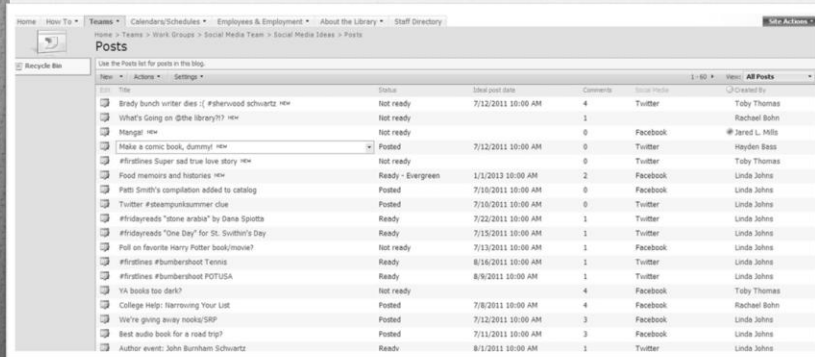
It's important to DOCUMENT as much as you can.

What if everyone on your team (or you, if you're solo) caught the flu – would your library be able to keep up this service for a few days without you?



The bare bones: I'm going to cover shared space, calendar, and people. Toby's going to talk about ideas.

Shared Space



Title	Status	Date	Comments	Social Media	Created By
Brady bunch winter does (: #shervood schwartz new	Not ready	7/12/2011 10:00 AM	4	Twitter	Toby Thomas
What's Going on @the library?? new	Not ready		1		Rachael Bohn
Manger new	Not ready		0	Facebook	@Jared L. Mills
Make a comic book, dummy! new	Posted	7/12/2011 10:00 AM	0	Twitter	Hayden Bass
#firstlines Super sad true love story new	Not ready		0	Twitter	Toby Thomas
Food memories and traditions new	Ready - Evergreen	1/1/2013 10:00 AM	2	Facebook	Linda Johns
Pat's Smith's completion added to catalog	Posted	7/10/2011 10:00 AM	0	Facebook	Linda Johns
Twitter #steampunksummer clue	Posted	7/10/2011 10:00 AM	0	Twitter	Linda Johns
#Hidysreads "Stone arabin" by Dana Spiotta	Ready	7/22/2011 10:00 AM	1	Twitter	Linda Johns
#Hidysreads "One Day" for St. Switzer's Day	Ready	7/13/2011 10:00 AM	1	Twitter	Linda Johns
Pull on favorite Harry Potter book/movie?	Not ready	7/13/2011 10:00 AM	1	Facebook	Linda Johns
#firstlines #bumbershoot Tennis	Ready	8/16/2011 10:00 AM	1	Twitter	Linda Johns
#firstlines #bumbershoot POTUSA	Ready	8/9/2011 10:00 AM	1	Twitter	Linda Johns
YA books too dark?	Not ready		4	Facebook	Toby Thomas
College Help: Narrowing Your List	Posted	7/6/2011 10:00 AM	4	Facebook	Rachael Bohn
We're giving away books! DFR	Posted	7/12/2011 10:00 AM	3	Facebook	Linda Johns
Best audio book for a road trip?	Posted	7/12/2011 10:00 AM	3	Facebook	Linda Johns
Author event: John Burnham Schwartz	Ready	8/1/2011 10:00 AM	1	Twitter	Linda Johns

This doesn't look like much, but it's one of the key components of our success. Without this forum for sharing ideas, we'd be lost. It's an internal space where all staff can provide input or ideas. Our shared space is a blog format on our intranet, but it could easily be a wiki or a blog from an external free service like PBWiki, Wikispaces, or Wordpress.

We use it for:

1. Writing posts
2. Sharing ideas
3. Group editing
4. Link checking
5. Tracking the status of posts

Shared Space

Home > Teams > Work Groups > Social Media Team > Social Media Ideas > Posts

Recycle Bin

Use the menu bar for posts in the blog.

New > Actions > Settings >

Item	Title	Status	Next post date	Comments	Share info	Created by
	Brady bunch winter dms (: #shervood schwartz new	Not ready	7/12/2011 10:00 AM	4	Twitter	Toby Thomas
	What's Going on @the library?? new	Not ready		1		Rachael Bohn
	Manger new	Not ready		0	Facebook	@Jared L. Mills
	Make a comic book, dummy! new	Posted	7/12/2011 10:00 AM	0	Twitter	Hayden Bass
	#firstlines Super sad true love story new	Not ready		0	Twitter	Toby Thomas
	Food memories and traditions new	Ready - Evergreen	1/1/2013 10:00 AM	2	Facebook	Linda Johns
	Pete Smith's compilation added to catalog	Posted	7/10/2011 10:00 AM	0	Facebook	Linda Johns
	Twitter #steampunksummer clue	Posted	7/10/2011 10:00 AM	0	Twitter	Linda Johns
	#Fridayreads "Stone arabin" by Dana Spiotta	Ready	7/22/2011 10:00 AM	1	Twitter	Linda Johns
	#Fridayreads "One Day" for St. Switzer's Day	Ready	7/15/2011 10:00 AM	1	Twitter	Linda Johns
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This is the "status" column that shows us what's ready, so we can track our flow of posts. We have posts we call "Evergreen" which can be put up at anytime.

Shared Space

Home > Teams > Work Groups > Social Media Team > Social Media Ideas > Posts

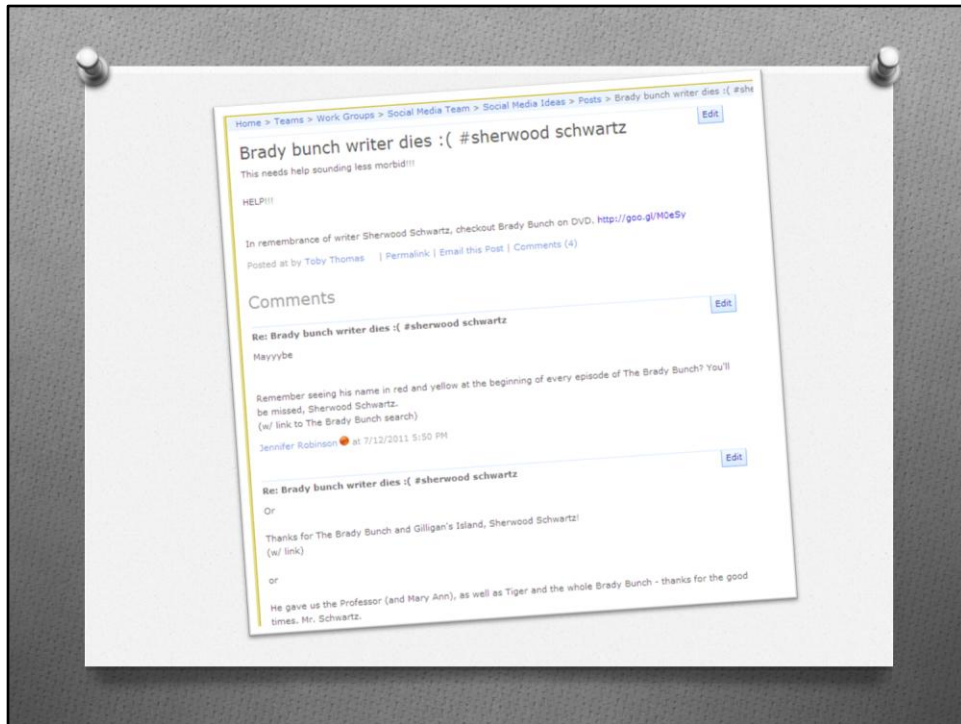
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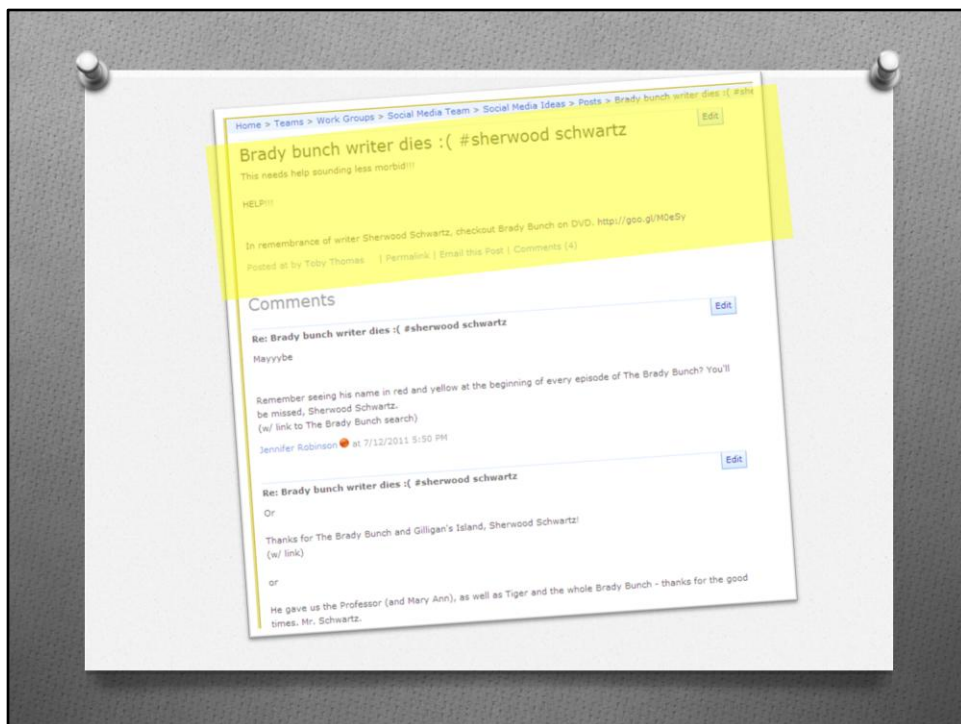
New > Actions > Settings >

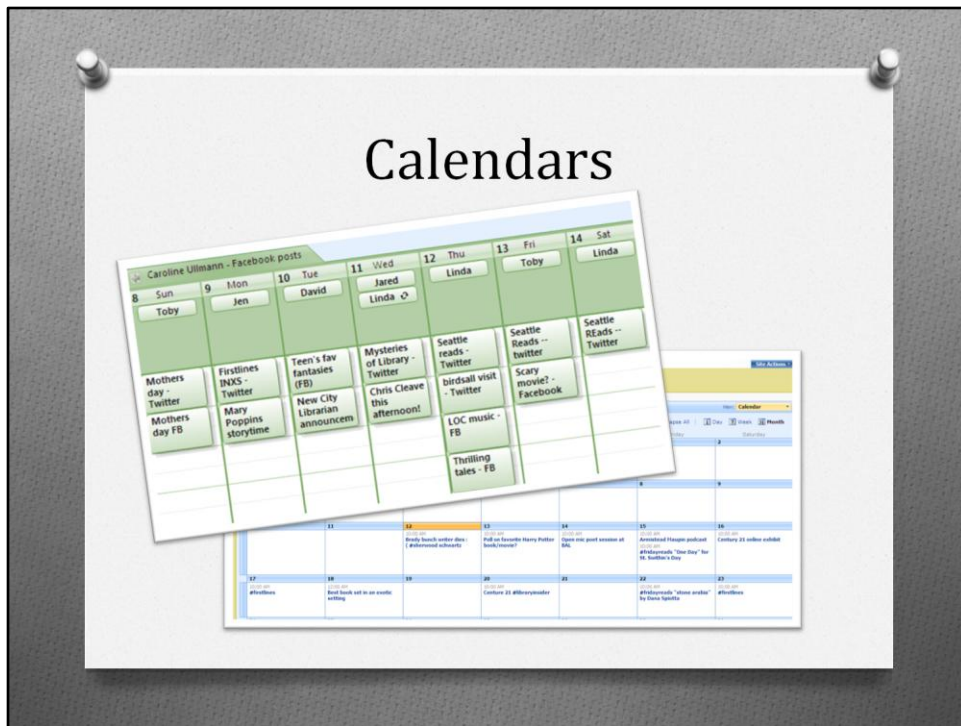
ID	Title	Status	Saved post date	Comments	Send posts	Created by
1	Brady bunch winter does (: #bravewood schwartz new	Not ready	7/12/2011 10:00 AM	4	Twitter	Toby Thomas
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3	Manger new	Not ready		9	Facebook	@Jared L. Mills
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16	We're giving away books! 2011	Posted	7/12/2011 10:00 AM	3	Facebook	Linda Johns
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And here's where you can see how many comments or responses a post idea has received; also whether it's something for Twitter or Facebook.



Here's a detail of a post idea that Toby posted last night. You can see he's put up a rough idea and asked for input.





We also use calendars. You can use free calendars, you can use more than one. We use Exchange and Sharepoint (our Intranet), but you could easily use Google Calendar or another online option.

We use the calendar to:

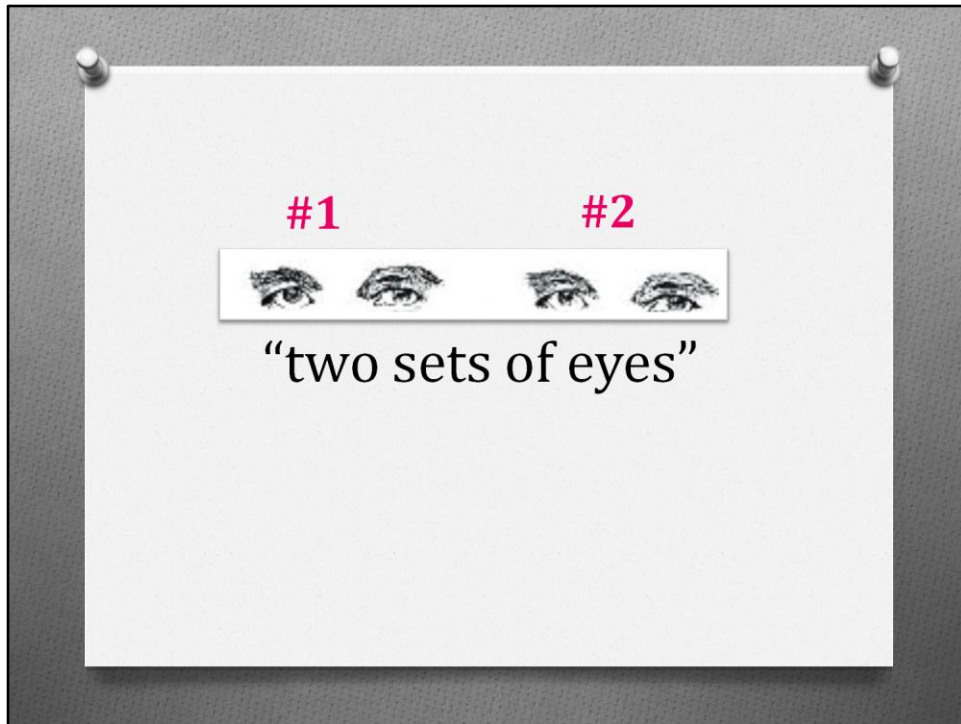
- ✓Schedule updates
- ✓Assign duties
- ✓Stay on a timeline
- ✓Regular/Feature posts

People



We write the way we write because we are a group of people who fine tune each other's phrases and flesh out each other's ideas. We meet once a week, and we're what make our facebook what it is.

Photo courtesy: <http://www.flickr.com/people/kheelcenter/>

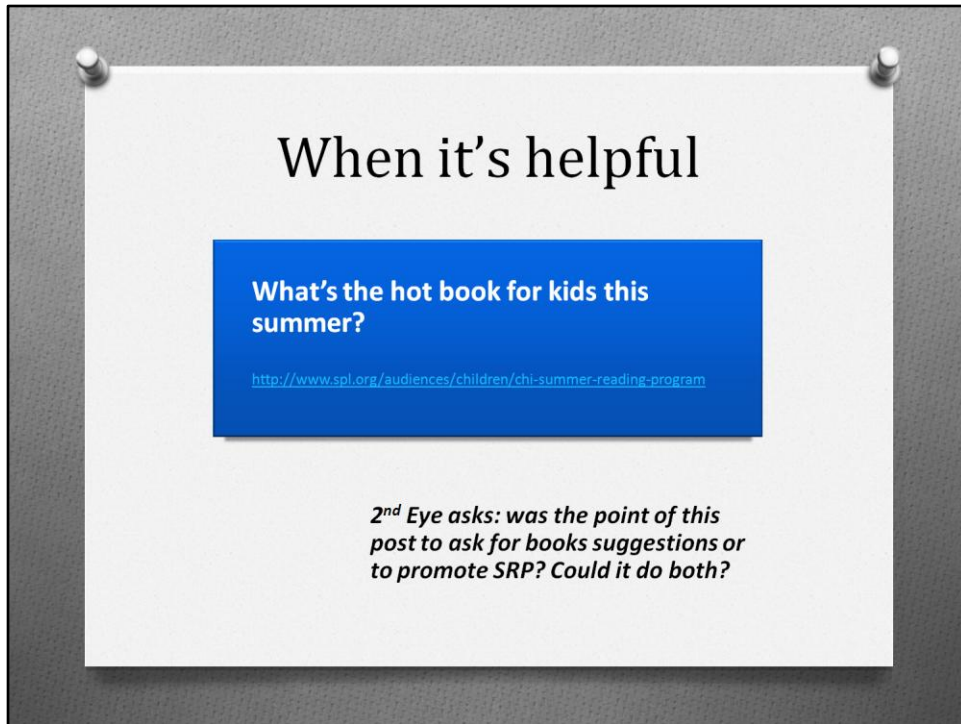


A culmination of these ideas is “Two Sets of Eyes”

There’s a lot of trust that goes into representing your library, especially in a public medium like facebook – the library needs to give up some control, and this started out as a way to build trust among departments @ the Library, but became one of our bottom lines: We always have another person look at something before it’s posted. This helps catch errors, as well as make sure posts are clear and make sense out of context.

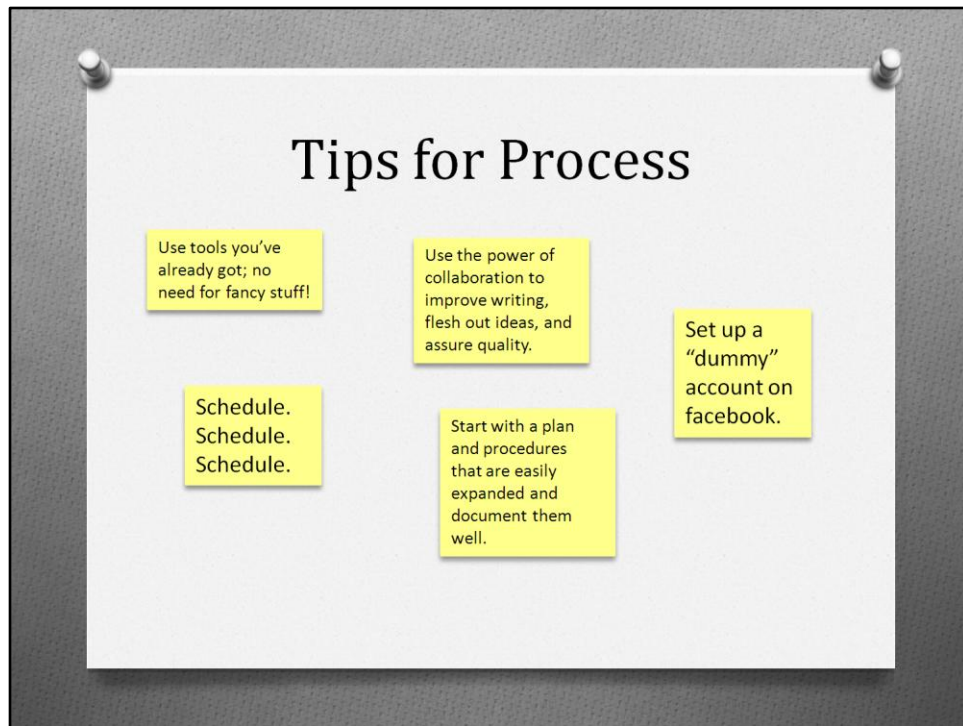
Links can have issues with posts, so double-checking is worth it!

Two sets of eyes is the perfect balance between personality and accuracy, and best of all, you just need two people!



The 2nd eye editor said that they'd expect the link to be a list of hot new kids books; instead, the link led to a page about the Summer Reading program.

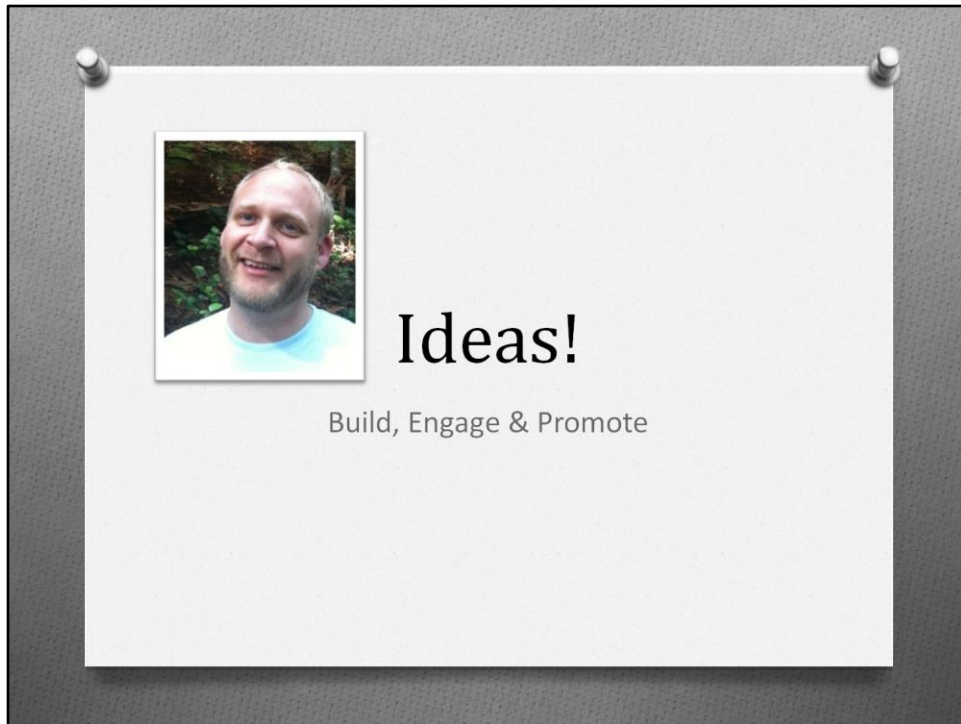
We decided to post question without a link and post a "Sign up for Summer Reading!" prompt later that week.



Use the tools you have: you can find free resources like PBWiki or Google Calendar

Scheduling – we didn't go in depth about our scheduling because, well, it would take an additional 45 minutes, but rest assured, having a well-understood schedule and chain of contingencies is vital. It's also important that you review this schedule frequently to make sure it's working for everyone and everyone knows it well.

Dummy Account: We also have a "dummy" account we use for practicing to see how a link or a photo will look when posted to our wall. This has proved really invaluable.



So you've got a page set up, and an evolving process, but what do you actually POST on the page?

I think this can be one of those paralyzing thoughts... but don't worry, you'll at least walk away with a lot of ideas that we've used that you can try on your own page!

Where do
you get
good ideas?



Where do you get ideas???

Jen talked a bit about our process... the ideas blog, etc.

I'm going to talk a bit more about what makes a good idea.

Why are you doing this?

- ◉ Engage
- ◉ Build
- ◉ Promote



Going back to what Jennifer talked about earlier...don't lose sight of your mission/goals. Think of your post ideas as ways to fulfill them.

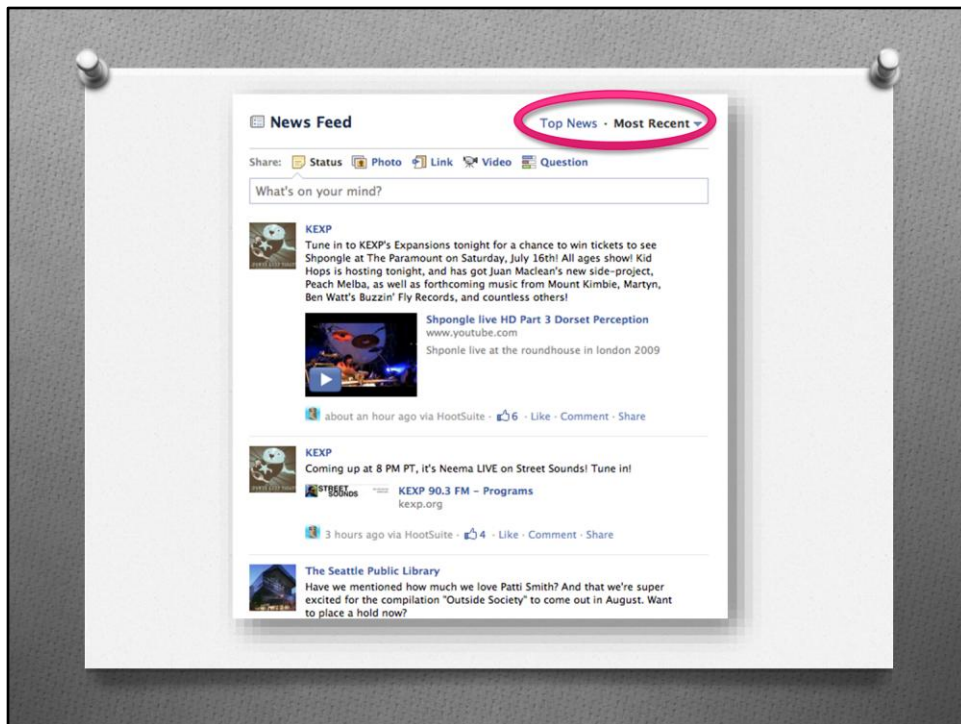
Why would someone want to follow your FB page? What will they get out of it?

Over time, we decided that we want to use our facebook page to :

Engage with people

Build community

Promote services, staff, programs



One thing to keep in mind about posting on facebook...

The more that you can get people to participate on the things you've posted (share your posts, comment, like, etc.) the more likely they'll see your future posts. How does that work?

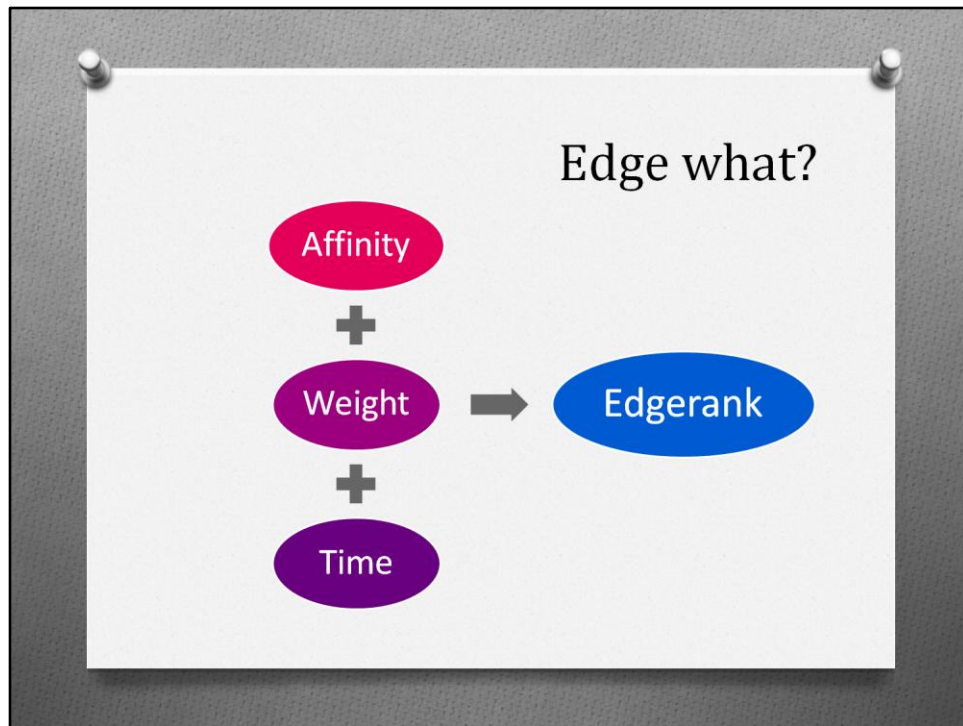
When you first log in to FB, you're taken to your News Feed... this is where you see the things that your friends and other associations post.

At the top of this news feed, you see two options up there... Most Recent and Top News.

Most Recent is where you can see all posts by the people and pages you're following listed chronologically.

But the default view is Top News. Not everything all your friends post will show up here, because facebook has come up with a formula for what they think you'll want to see most often...

This formula is called edgerank.



What is Edgerank??

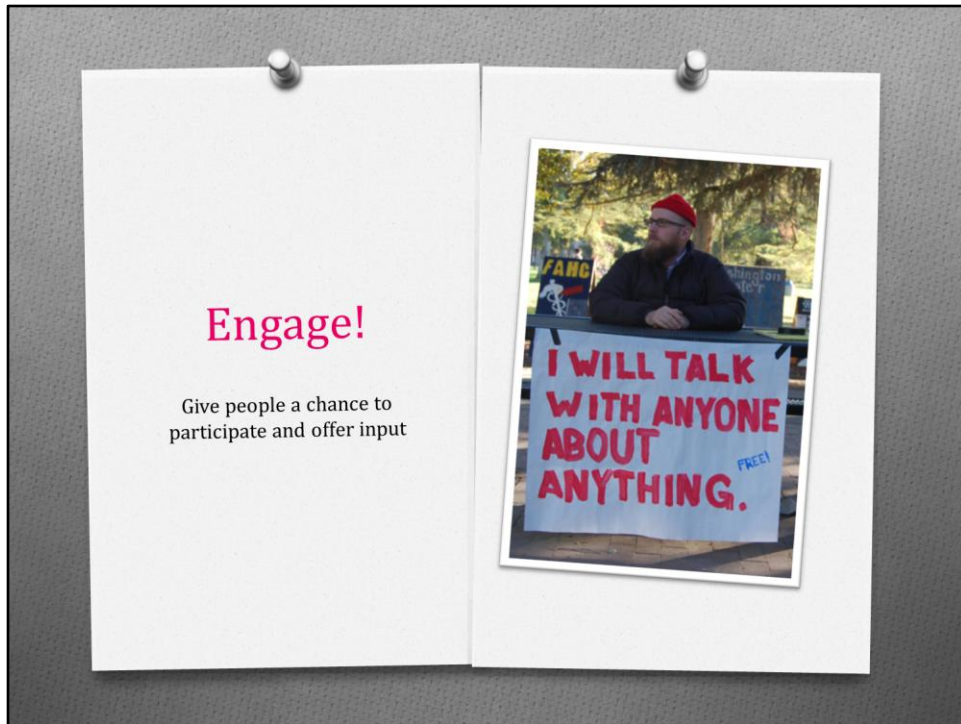
Edgerank determines what shows up in your Top News feed.

It's a formula that considers 3 main factors:

- Affinity (how much you interact with that person/organization)
- Weight of interaction (comments count more than likes, etc.)
- Timeliness (newer things)

So to help increase the chance that your posts will be seen by more of the people who are following you, you'll want to get them to engage with your posts by "liking" them, commenting on them, sharing them with their friends, etc.

Now I've got a lot of examples of posts that have gotten a lot of interaction from our friends...



Back to our three goals, part one Engage.

Every time I see this slide, I read it as "ENRAGE!" Important tip: Don't enrage people!

One of the keystones of social media is the ability for people to interact with each other and to participate, so we need to make use of this!

Facebook gives you the chance to connect with people in a very personal way... very different than how they use your website, or calendar, etc.

I think of it this way... In a lot of ways, many of our physical locations are moving in the direction of more self-service, online holds, downloadable items, and less face to face time with library staff. Sites like facebook give you a chance to regain some of that lost personal interaction.

You get to show some personality, some sense of humor, that individuals make up the organization. And the interaction provides a chance for people feel personally connected and invested in the library.

Here are some examples of ways we've tried to have people connect with us.



People have opinions, and if you can come up with the right questions, people will want to share.

READ POST

Facebook is designed for exactly this kind of interaction.



Try funny!

This April Fools Day post about a mythical new bookmobile was extremely popular!

READ POST

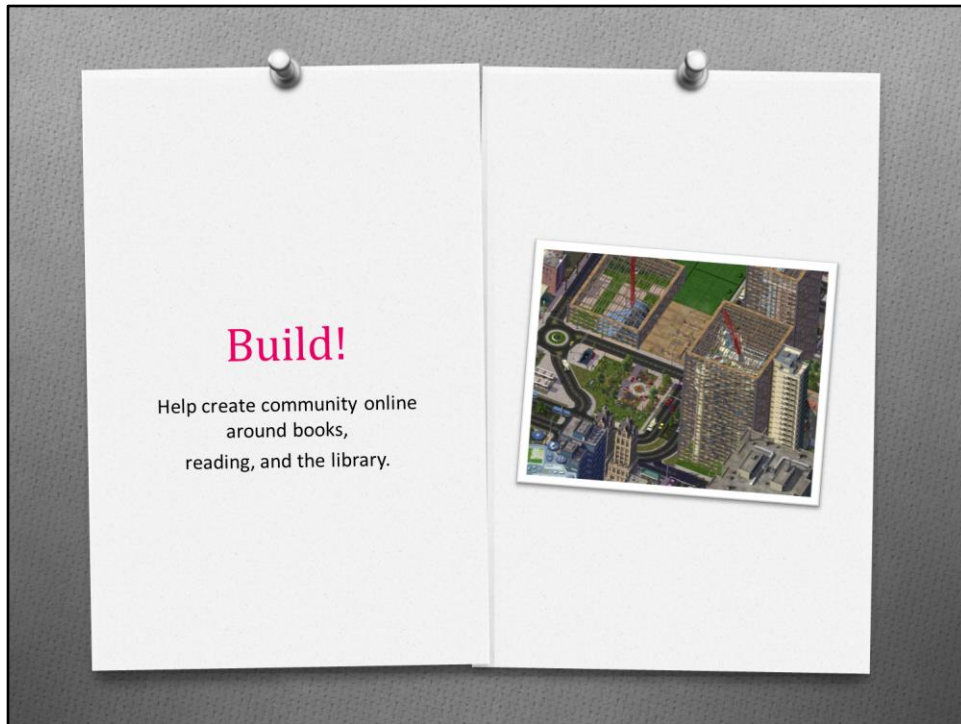
Showing a sense of humor helps display the human side of your organization. Something you can't really do with your website.



There was an event recently where local authors wrote a book together over a short period of time. Each author wrote one chapter for it. We took the idea and translated it to FB by giving a starter sentence and then letting people build the story one comment at a time.

I think we had over 40 posts!

The short story we wrote together wasn't exactly linear, and I think It included a stormy night in the library, a time traveling couple, a pet iguana... It was really fun to read!



Our second goal: Build community

One of the great things about facebook, is that you can see people begin to interact with each other on your posts.

Creating situations where people can share ideas about their favorite books and movies or giving them a chance talk about the library is a way to build community online.

Here are some posts that have helped us meet this goal:



One of our favorite posts to highlight is the Readers Advisory day on Facebook!

We tried an experiment on Facebook, asking people to post 3 books/authors that they enjoy and we'd give them (at least) one personalized suggestion based on what they listed.

We made sure that we had several people with "offdesk" time through the day ready to respond.

Wow! We had 107 requests! And the best part is that it wasn't just us responding... other people chimed in with their suggestions to help each other out.

It was an exciting and a little terrifying, but in the end so much fun for everyone!

And more than 100 people walked away with personalized reading suggestions!

This is the personality we want the Library to have!



IF you don't think you have the capacity to do a RA day on your own, have patrons do their OWN RA for each other.

This is a way to be realistic about what you can handle, but still gets people talking and gives them something they can take away.



In some cases we've taken comments from these questions and turned them into a book list in our catalog, such as this one about which movies were better than the book.

These are community built book lists! How cool is that?!?

If your catalog doesn't let you create and share a book list like this, you could use the same idea to set up book displays in your branches, or display a book list on your website.



Posts can act as discovery tools... gives people another reason to check in on your page. Maybe they'll find a good idea for a movie, book, or CD to check out.

We've also noticed that people who comment early on come back and post again or like other people's comments. They start interacting with each other.

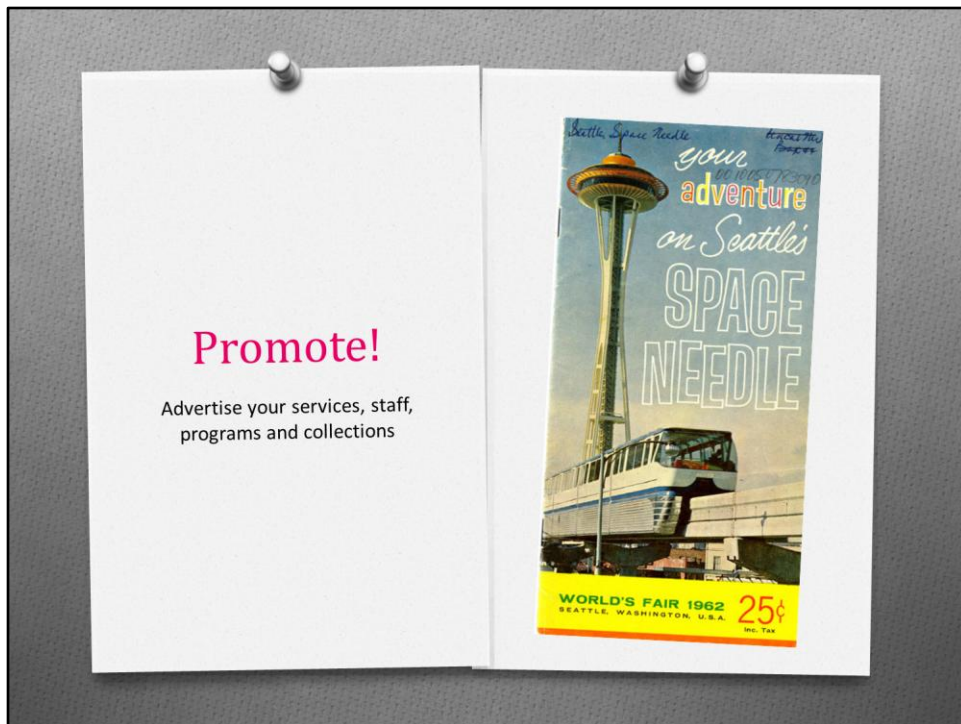


Sometimes it's the simplest ideas that catch people's attention...

Here's one we did on the fly...

We had seen this being posted by other people mourning the anniversary of John Lennon's death. We joined in and shared it on our page.

Ideas like this get shared all over the Internet... and you can be part of it.



Our last goal is to promote everything the Library has to offer.



When we finally began offering pay online, it was a huge hit! FB seemed a natural place to advertise this new option.



Do you podcast events? You can share them on facebook and people can share with other people and play right on the facebook wall.

You could also share: any photos or documents you've digitized at your library, videos you may have made, links to items in the catalog...

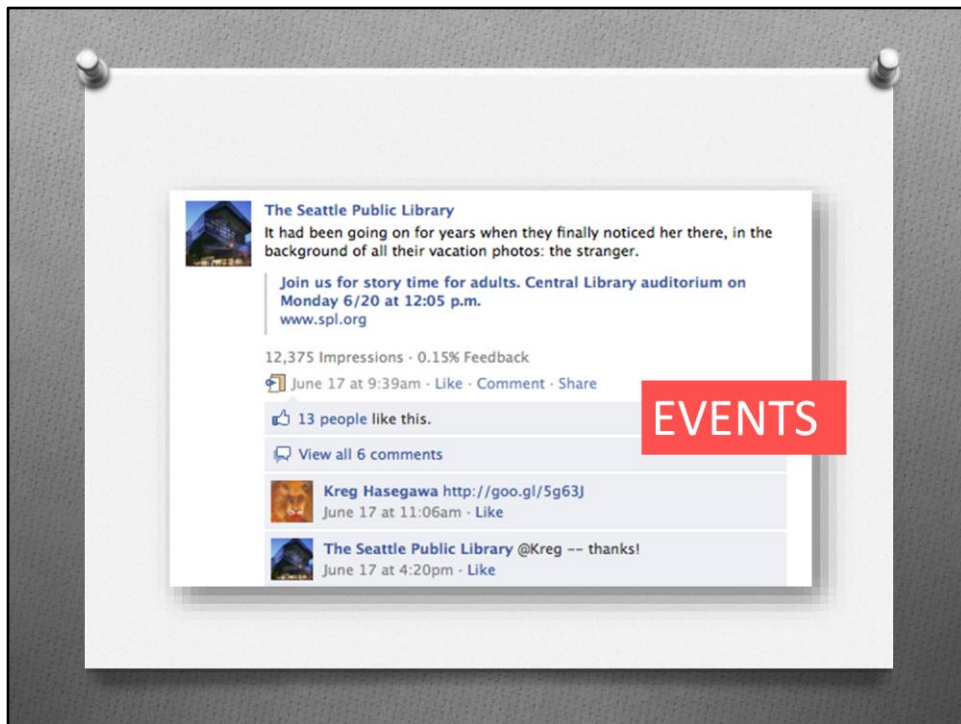
Making sure that your posts have a link, or photo, or video is how you make sure that people can SHARE your posts on their own wall or with their friends.



Promote your Foundation or Friends groups!

This post was about a city-wide fundraising day. FB was a way to extend our reach.

The Library Foundation ended up getting more individual donations than any other organization in this drive!



We have an awesome story time for adults, where one of our Reader Services librarians reads thrilling tales at lunch time.

For event posts try to find something that makes it stand out or that works especially well in this forum, like using this teaser line as the post text.

Also, we don't get them up way in advance, but try to post a day or two in advance. Social media tends to be more immediate...



Here are some other ideas that have gotten good responses from our FB friends...

I just want to highlight the poll question there in the middle. FB has a question feature that's fairly new where you can pose a question, and provide some answers from which to choose. We got over 300 "votes" on this post!



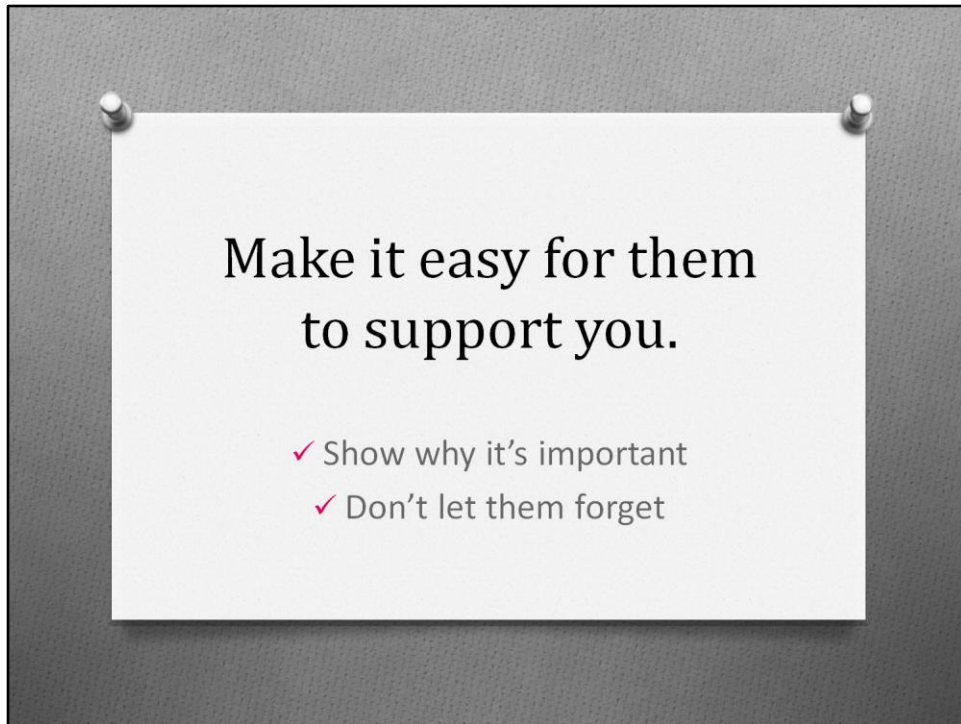
1. Make sure that all library staff know that there's a FB page and give them a chance to have input on ideas for posts. Sometimes it's the shelvers and desk clerks who are more in touch with the community and with how FB works!
2. Borrow freely from other facebook pages. There are some great innovations out there. Make use of them, especially if you're feeling at a loss!
3. Experiment to find what works with your community. It's ok to have a post that is a little flat... use the experience to find ways to improve next time.
4. Tie in post ideas with local or world current events. When the demonstrations in Egypt began, we created a book list and shared it. I'm not sure what it's like in Texas, but out here localization and neighborhood blogging is really big right now. People will want to participate on discussions about the community... the trick is trying to find a way to tie whatever is going on in the community to the library.
5. You probably already have a calendar of events and do various kinds of promotions online. Try to find a way to change event posts into an engaging FB post. Don't just copy what you are already doing elsewhere and paste it into FB... make it a little different. Find a way for people to contribute or comment...
6. Keep in mind that in order for people to be able to share your posts, either on their own wall or on someone else's, there has to be something more than just the text... like a link, video, photo, etc.



Admin!

Support, Problems, Growth

- Build internal support
- Consistently and competently handle problems
- Promote your page

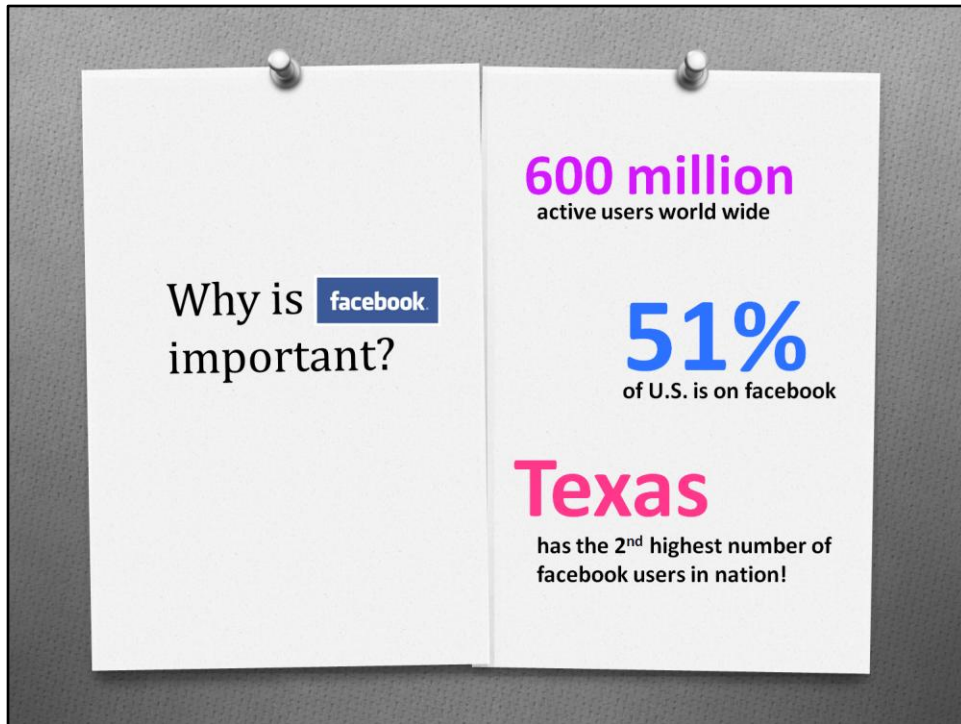


Vital that your organization support your outreach on Facebook

Takes time to do FB well.

You want your supervisors & library leaders to understand why it's important and to back you up.

So - make it easy for them!



Why is it important for your library to be on FB? FB is huge!

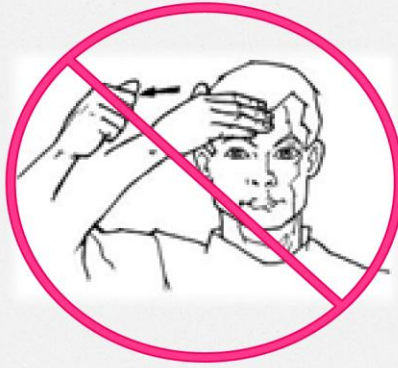
World-wide, across the country, in each state

You can feel sure that at least some of your patrons are on FB. All you have to do is reach out to them.

So it's pretty easy to show why FB is important.

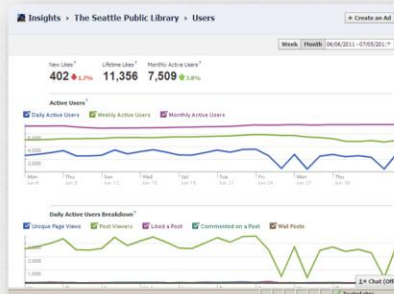
But you might have to keep reminding your administrators.

Don't let them forget!



Interaction & Insights

- # Demographics
(gender, age, location)
- # Page views
- # Rate of fan growth
- # Feedback and
Interaction on posts



How? One way is to collect statistics.

Facebook Insights (for pages with 30 fans. Page administrators can view this).
Demographics for our page:

- * Two-thirds female; one-third male
- * More than half our fans between 25 & 44, though have fans in each age group
- * Most from U.S., though have fans all over the world
- * Past year, averaged 386 new fans a month
- * Also can track how often fans comment on or “like” your posts

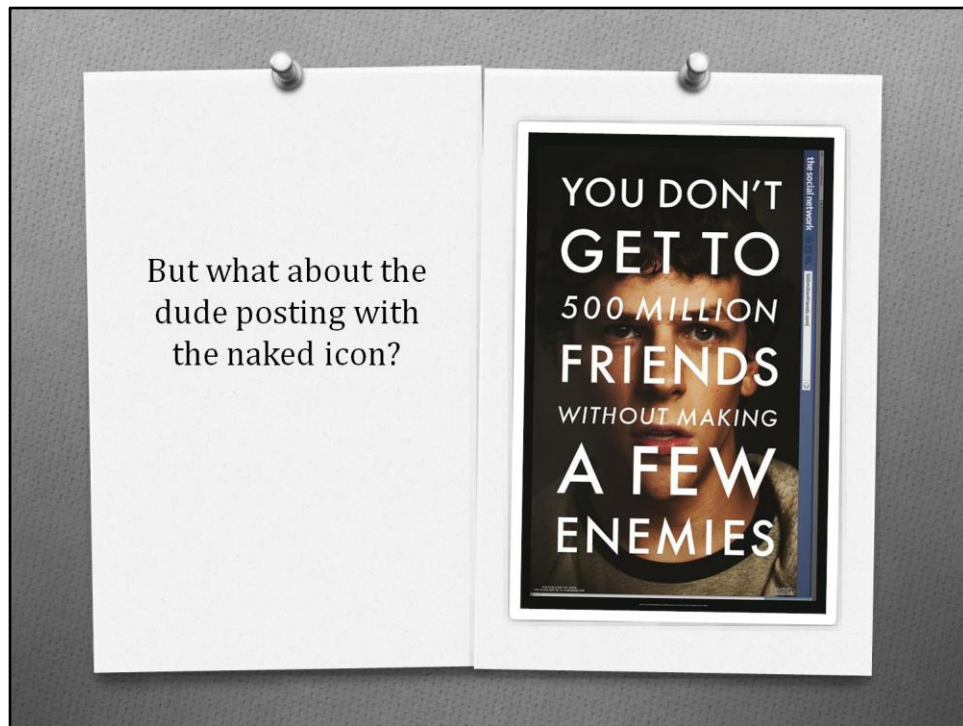


What do with them? Use those statistics in monthly reports, reports for the city librarian, leadership team, whoever you need to support you in-house. Tell them:

- How many new fans added
- Highlight popular posts
- Pass on a few comments

Offer to give a presentation to the Library Board, or your Foundation or Friends group. If you have all-staff meetings, get on the agenda a couple of times a year.

Make FB a standing agenda item at your work group staff meetings.



Several of you asked how to deal with problems.

What could possibly go wrong??

- negative feedback
- advertisements
- spam
- off-topic posts
- personal attacks, profanity, naked profile photos, etc.

Community
builds, defines,
and polices
itself.



1) Build community. Building your FB community is like building a garden. You create a healthy garden by building up the soil so it nurtures healthy plants.

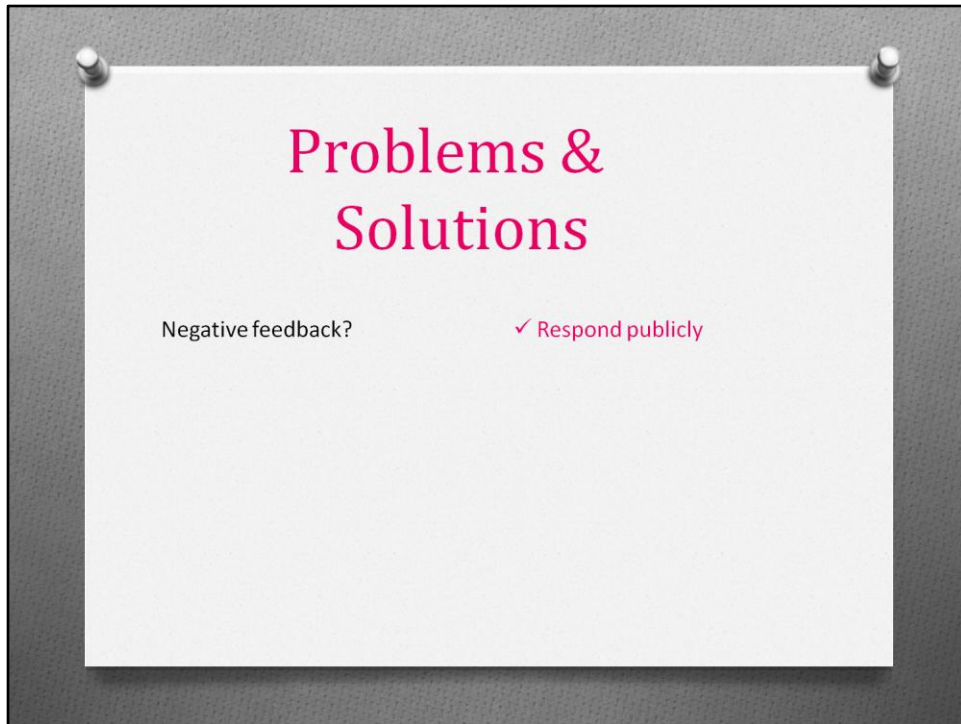
Use interesting posts to create an active, fun space that attracts like-minded people who love libraries and respect what you do.

Some degree page becomes self-policing. Fans will come to your defense.

2) Do need to monitor your page. If there is a problem, you'll want to act swiftly.

3) Bottom line is – it's your page – and you have control. And you can always report egregious behavior to FB, which has its own standards for engagement.

Photo courtesy: <http://www.flickr.com/photos/mdpettitt> &
<http://www.flickr.com/photos/sanjoselibrary/>



Negative feedback: Respond on FB. Be respectful. Don't be defensive. Respond way you would if you were interacting with someone in person, in the spirit of the library. Actually builds trust – everyone can see you responding right there. Often you'll find other fans leaping to your defense. 😊

Ads, etc.: Remove. Sometimes we'll send a message. Ex: authors – purchasing guidelines.

Off-topic: If getting derailed, we'll ask other members of the Social Media Team to post as individuals to get the post topic back on track.

Helps to have standards so can respond consistently



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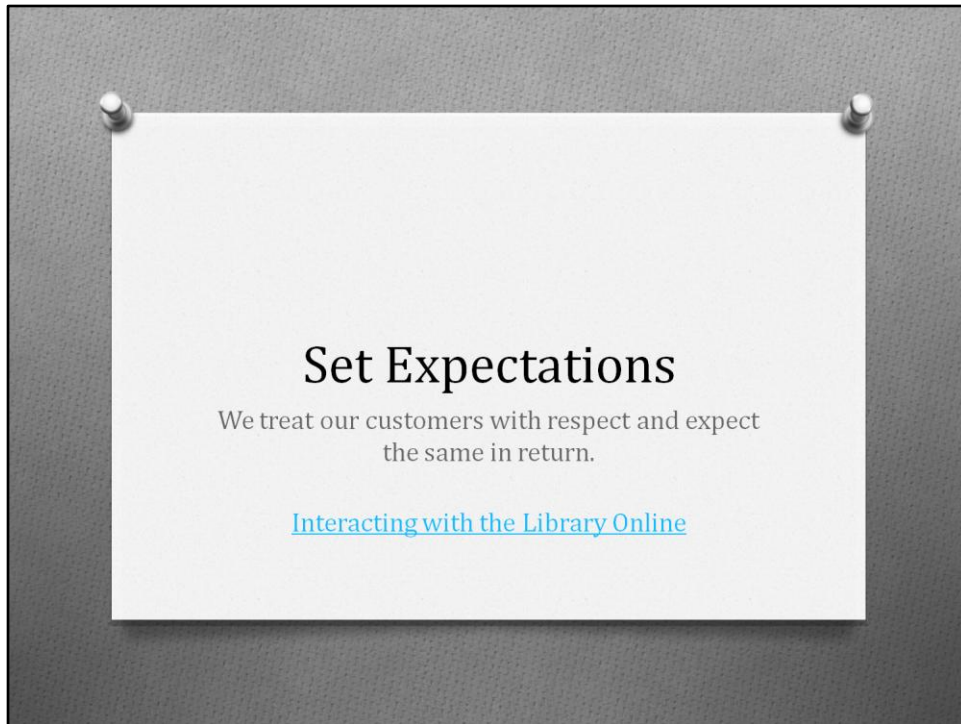
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We developed an online terms of use called “Interacting with the Library Online.”

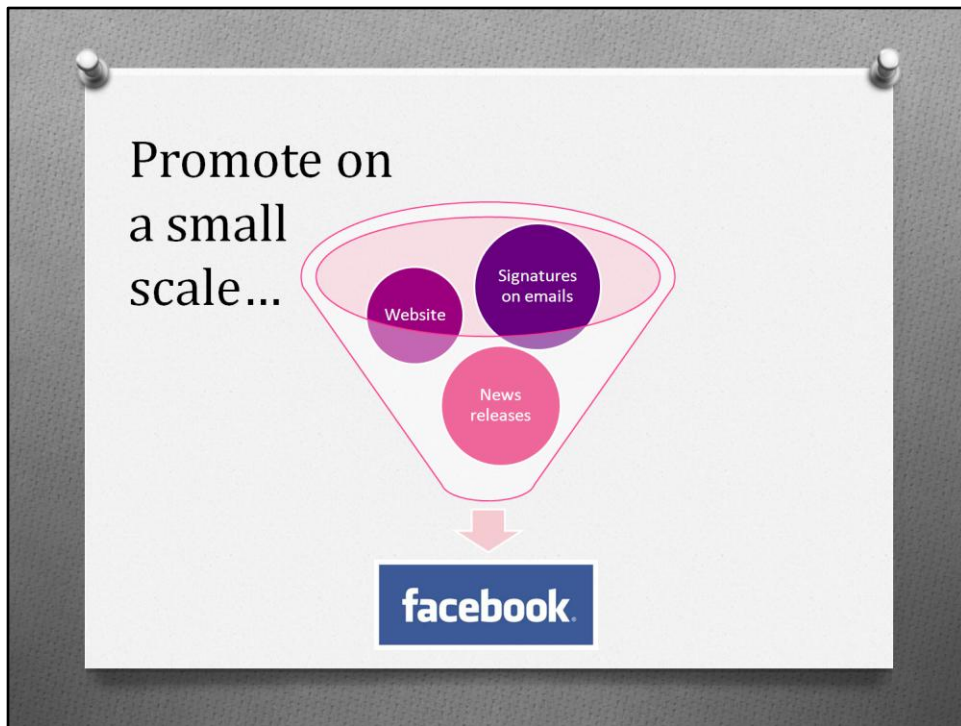
Make it clear we think of our online space as an extension of our Library buildings. Our buildings are safe and supportive spaces and so is our FB page.

Document spells out we delete commercial posts, personal attacks, or posts that use profanity, insulting language, racist comments, sexual content, etc.

It’s on our website and we link to it from FB. (Feel free to use ours!)

Really, though, in our experience, problems really rare. We have 11,000+ fans and vast majority are respectful. Our main problem is commercial posts. Everybody wants to advertise their business on our FB page because we have so many fans.

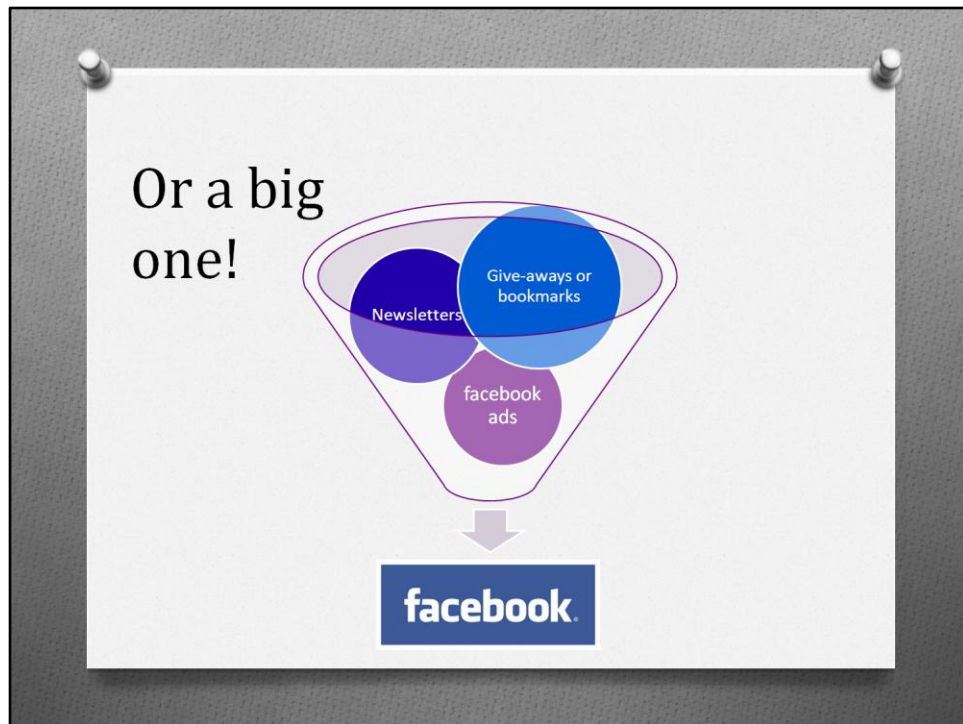
Perfect lead in to -



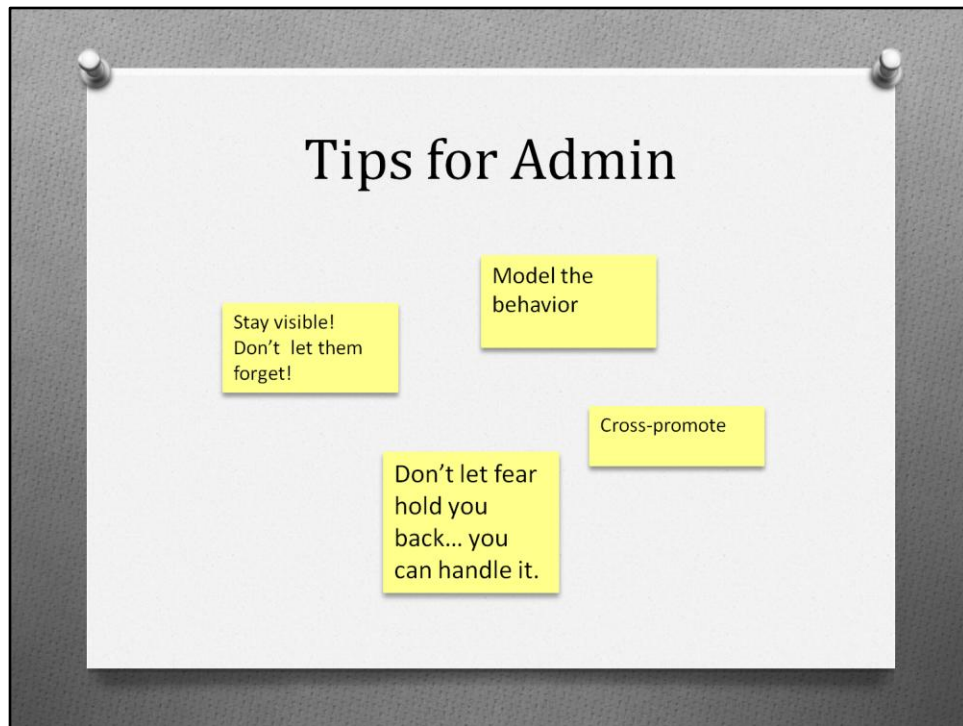
Promotion!

Lots of options. Be smart and strategic. Think back to the goals for your page.

Promotion can be small: Staff can add “Find us on Facebook” to their email signatures. Teen services librarians mention your FB page at school visits.



Promotions can be larger: Print or electronic newsletters or buy ads on Facebook.



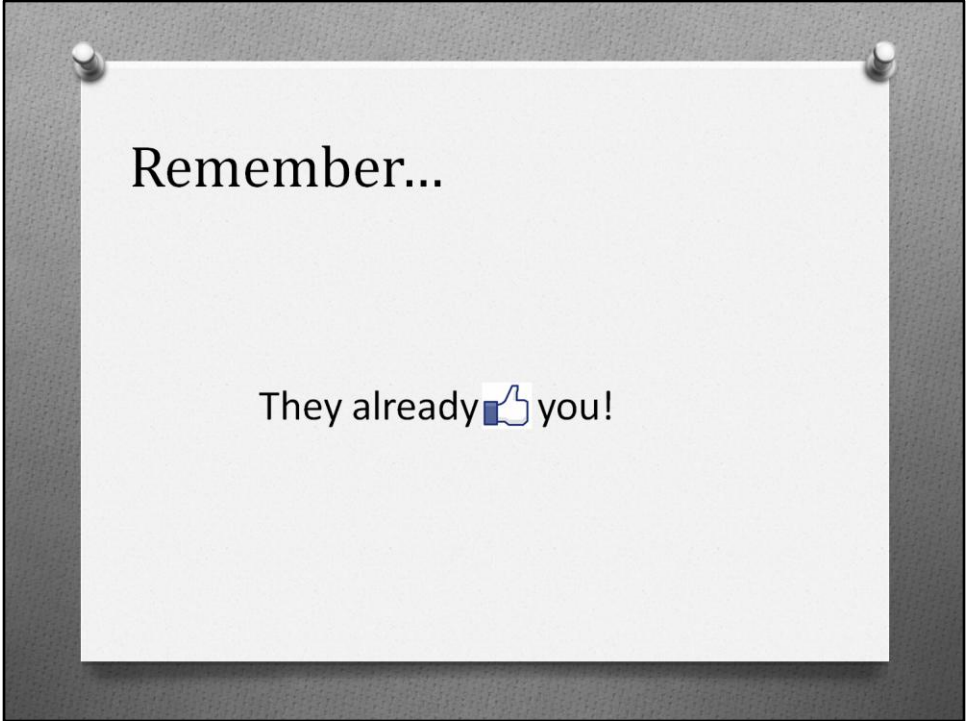
Visible: Gather statistics and use them. Remind your library what it's getting out of FB – pass along comments, compliments and constructive criticism.

Cross-promote: Use the tools you have. Link to FB page from your website or blogs. In print publications, leave space for filler ads – “find us on FB.” Use those email sig lines.


Model the behavior: Create a safe, supportive, self-policing space.

Don't be afraid: You have a strategy and you know how to respond when problems arise.

You can do it!



Remember...

They already  you!

Thanks for Participating!

Have more Questions?

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